



Case example

Utilities

Client Situation	<ul style="list-style-type: none"> • <i>A new player in mobile telephony in Brazil (turnover € 16,6 billion)</i>
Important Issues	<ul style="list-style-type: none"> • <i>Mobile market evaluation</i> • <i>Revenues, Capex & Opex</i> • <i>Distribution system</i>
Activities	<ul style="list-style-type: none"> • <i>Analysis of the mobile market and players</i> • <i>Design a revenue model within the next three years</i> <ul style="list-style-type: none"> • <i>New mobile users</i> • <i>ARPU trends</i> • <i>Future value added services</i> • <i>Design of a Capex & Opex model</i> <ul style="list-style-type: none"> • <i>Networks structure alternatives</i> • <i>Cost sharing with mother company</i> • <i>Volume effect on handsets purchasing costs</i> • <i>Evaluate distribution channel scenarios</i>
Benefits Delivered	<ul style="list-style-type: none"> • <i>A complete business case for strategic portfolio decision</i>